



WTIC-TV

## ORDER

Print Date 09/12/12

Page 1 of 4

Flight Dates 09/18/12-09/24/12

Contract / Revision 385686 - 7

Original Date / Revision  
09/12/12 09/12/12

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product  
LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact  
600 Fairmont Ave  
Suite 306  
Towson, MD 21286Sales Office TWDC  
Sales Region National  
Agency Ref

Order Sep 00:15:00

Estimate # 1312

Alt Order # 06307026

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Order Share 17% Market Value 306764

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	29%	88961
4WVIT	29%	88961
5WTNH	23%	70555
6WCTX	2%	6135
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	96	\$44,327.50	\$52,150.00	0.00	08/27/12	09/24/12	96	\$44,327.50	\$52,150.00
Totals	96	\$44,327.50	\$52,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	09/18/12	09/18/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- 2 - - - -	:30	2	\$100.00	01	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	- 2 - - - -		2		\$100.00		0.00					
2	61	09/19/12	09/19/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- - 2 - - -	:30	2	\$100.00	01	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	- - 2 - - -		2		\$100.00		0.00					
3	61	09/20/12	09/21/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- - - 22 - -	:30	4	\$100.00	01	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	- - - 22 - -		4		\$100.00		0.00					
E 4	61	09/18/12	09/21/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- 2222 - -	:30	8	\$65.00	03	0.00	NM	8	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	- 2222 - -		8		\$65.00		0.00					
5	61	09/18/12	09/21/12		CM	4p-5p	- 2222 - -	:30	8	\$150.00	03	0.00	NM	8	\$1,200.00



WTIC-TV

Print Date: 09/12/12

Page 2 of 4

Contract / Revision **385686-7** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1312**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 4p-5pm M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- 2222 - -					8	\$150.00		0.00			
6	61	09/18/12	09/21/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- 2222 - -	:30	8	\$165.00	01	0.00	NM	8	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- 2222 - -					8	\$165.00		0.00			
E 7	61	09/18/12	09/21/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- 1111 - -	:30	4	\$275.00	03	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- 1111 - -					4	\$275.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	61	09/17/12-09/23/12	M-F 7p-730p		7p-730p	- TWThF - - - -	:30		\$275.00		0.00	NM		
	2	61	09/17/12-09/23/12	M-F 7p-730p		7p-730p	- TWThF - - - -	:30		\$275.00		0.00	NM		
	3	61	09/17/12-09/23/12	M-F 7p-730p		7p-730p	- TWThF - - - -	:30		\$275.00		0.00	NM		
	4	61	09/17/12-09/23/12	M-F 7p-730p		7p-730p	- TWThF - - - -	:30		\$275.00		0.00	NM		
E 8	61	09/18/12	09/21/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- 1111 - -	:30	4	\$350.00	03	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- 1111 - -					4	\$350.00		0.00			
E 9	61	09/18/12	09/21/12	M-F News at Ten News at Ten	CM	10p-11p	- 2222 - -	:30	8	\$900.00	03	0.00	NM	8	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- 2222 - -					8	\$900.00		0.00			
10	61	09/18/12	09/21/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- 1111 - -	:30	4	\$300.00	01	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- 1111 - -					4	\$300.00		0.00			
E 11	61	09/18/12	09/21/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	- TWTF - -	:30	4	\$140.00	01	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					4	\$140.00		0.00			
12	61	09/19/12	09/19/12	Wed Prime Rotator X-Factor	CM	8p-10p	- - 2 - - - -	:30	2	\$3,000.00	01	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - 2 - - - -					2	\$3,000.00		0.00			
13	61	09/20/12	09/20/12	Thur Prime B Glee	CM	9p-10p	- - - 1 - - -	:30	1	\$2,500.00	01	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - 1 - - -					1	\$2,500.00		0.00			
14	61	09/22/12	09/22/12	College Football College Football	CM	730p-11p (7:30 PM-11:00 PM)	- - - - - 3 -	:30	3	\$750.00	01	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - 3 -					3	\$750.00		0.00			
15	61	09/22/12	09/22/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	- - - - - 2 -	:30	2	\$550.00	03	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - 2 -					2	\$550.00		0.00			
16	61	09/23/12	09/23/12	NFL on FOX Early NFL:Sun 1-4pm	CM	1p-4p	- - - - - 4	:30	4	\$3,000.00	01	0.00	NM	4	\$12,000.00



WTIC-TV

Print Date: 09/12/12

Page 3 of 4

Contract / Revision **385686- 7** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1312**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
16	61	09/23/12	09/23/12	NFL on FOX Early NFL:Sun 1-4pm	CM	1p-4p	-----4	:30	4	\$3,000.00	01	0.00 NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	-----4					4	\$3,000.00		0.00		
17	61	09/23/12	09/23/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----2	:30	2	\$750.00	03	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	-----2					2	\$750.00		0.00		
18	61	09/24/12	09/24/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	2-----	:30	2	\$100.00	01	0.00 NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	2-----					2	\$100.00		0.00		
19	61	09/24/12	09/24/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	2-----	:30	2	\$65.00	03	0.00 NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	2-----					2	\$65.00		0.00		
20	61	09/24/12	09/24/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	2-----	:30	2	\$150.00	03	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	2-----					2	\$150.00		0.00		
21	61	09/24/12	09/24/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	2-----	:30	2	\$165.00	01	0.00 NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	2-----					2	\$165.00		0.00		
22	61	09/24/12	09/24/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$275.00	03	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	1-----					1	\$275.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	61	09/24/12-09/30/12		M-F 7p-730p		7p-730p	M-----	:30		<del>(\$275.00)</del>		0.00 NM		
Credited														
E 23	61	09/24/12	09/24/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$350.00	03	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	1-----					1	\$350.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	61	09/24/12-09/30/12		M-F 730p-8p		730p-8p	M-----	:30		<del>(\$350.00)</del>		0.00 NM		
Credited														
24	61	09/24/12	09/24/12	M-F News at Ten News at Ten	CM	10p-11p	2-----	:30	2	\$900.00	03	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	2-----					2	\$900.00		0.00		
25	61	09/24/12	09/24/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$300.00	01	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	1-----					1	\$300.00		0.00		
27	61	09/24/12	09/24/12	Mon Prime A Bones	CM	8p-9p	2-----	:30	2	\$2,600.00	01	0.00 NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	2-----					2	\$2,600.00		0.00		
28	61	09/24/12	09/24/12		CM	1135p-1205a	1-----	:30	1	\$140.00	01	0.00 NM	1	\$140.00



WTIC-TV

Print Date: 09/12/12

Page 4 of 4

Contract / Revision **385686-7** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1312**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 1135p-1205a											
				M-F 1135p-1205a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----					1	\$140.00		0.00			
E 29	61	09/18/12	09/21/12	M-F 7a-8a	CM	7a-8a	- 2222--	:30	8	\$200.00	01	0.00	NM	8	\$1,600.00
				M-F 7a-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- 2222--					8	\$200.00		0.00			
30	61	09/24/12	09/24/12	M-F 7a-8a	CM	7a-8a	2-----	:30	2	\$200.00	01	0.00	NM	2	\$400.00
				M-F 7a-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	2-----					2	\$200.00		0.00			
31	61	09/24/12	09/24/12	M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$500.00	01	0.00	NM	1	\$500.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----					1	\$500.00		0.00			
N32	61	09/24/12	09/24/12	M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$600.00	01	0.00	NM	1	\$600.00
				M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----					1	\$600.00		0.00			
													Totals	96	\$52,150.00